

ABSTRACT OF THE DISCLOSURE

5 A marketing service is provided for e-commerce sales and marketing
representatives to generate a contact report and manage the flow of this information
between the linked up-line and the down-line network members for the purpose of
recruitment to the network service and to facilitate the sales and marketing by the service
members. The service captures the Web site user experience to generate a neural
10 dynamic profile and identify the Web browser's specific interests. This information is
combined with individual browser identification to form the contact report, filed under a
contact management program and passed by a teamwork communication system to the
up-line team member for review of the down-line member's activity and to identify any
need for collaboration on a business transaction. The information in the contact report is
15 used to tailor a personalized response to better elicit a sale or activity from the interested
party.